CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Standards Committee Active

Heavy USA Coin Invested Here

Companies controlled in the United States are responsible for 37 per cent of all manufacturing enterprises in Canada, a report from Ottawa reveals. The American influence is also dominant in the Canadian motion picture industry's exhibition and distri-

(Continued on Page 4)

44 UK Features In Half Year

During the first six months of 1949 the British film industry made 28 first-feature films and about 16 second-features. This was made possible financially by the earnings from productions being exhibited; loans by banking houses and the State-oper-

(Continued on Page 3)

Quality Of Projection, Photography Raised By New Canadian Body

Newest development of importance in the Canadian motion picture industry is the activity of the Canadian Standards Association Committee On Motion Picture Photography, which has created 21 standards since its inception in March, 1948. This committee has done much to raise the quality of work in many aspects of photography, thus reducing annoyance to the screenlooker growing out of poor visual material.

Standards are specifications agreed on by the committee to bring about a degree of uniformity in the various phases of the industry which have to do with photography. The standard agreed on in any case is, naturally, the most practical one for improvement. But this must be ap-

(Continued on Page 3)

Fox-Canada Odeon Talks Proceed

Negotiations of 20th Century-Fox for the purchase of 50 per cent of Odeon Theatres of Canada, first announced in Canada in these columns, are reported as well under way.

A London despatch says that Spyros Skouras and Otto E. Koegel, respectively Fox prexy and legal chief, are pow-wowing with John Davis, Odeon world head, and G. I. Woodham-Smith, JARO solicitor.

Divorcement of theatres in the United States under court orders may be the main reason Fox wants to buy into Odeon of Canada.

Open 15 Theatres In Last Month

Since the last publication of Canadian Film Weekly on July 27th, 15 theatres have opened, several neared completion and work started and plans were announced for others. Included in those bowing in were some drive-ins, bringing the number in Can-

(Continued on Page 3)

Tyrone Power's Next

Tyrone Power will next star in Night Without Sleep for 20th-Fox.

Warners Casts Stars

Doris Day and Zachary Scott will star in Warners' Painting the Clouds with Sunshine.

RKO-Canada Lineup 40 Films For '49-50

The 1949-50 contribution to Canada's screens from RKO will be 40 features designed to reach wide groups and stimulate boxoffice appeal, Canadian representatives of the company learned at the recent district sales meeting at the Royal York Hotel, Toronto.

Robert S. Mochrie, vice-president and general sales manager, was enthusiastic about the company's coming season, echoing Ned Depinet's praise of the advice of Howard Hughes since he acquired control of RKO. The Canadian district has several times led the Ned Depinet drive in the past and was first last season. Inspired by

(Continued on Page 9)

Hughes Buys Story

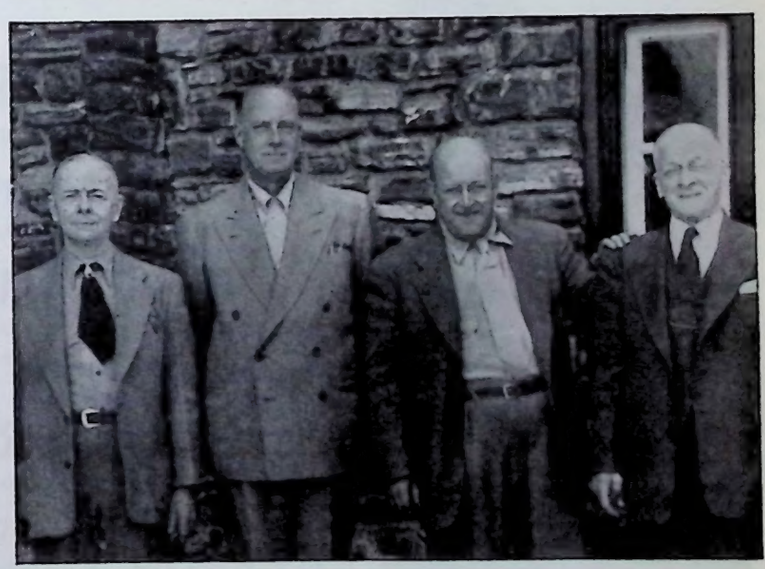
Howard Hughes has bought Tom Gwynne's original story, Eye Witness to a Murder. Alfred Werker will direct.

Neal, Curtis To Star In Cardinal Picture

Tom Neal has been signed by Producer Leonard Picker to star with Alan Curtis in Apache Chief, which has gone before the cameras under the Lippert Productions banner. Cardinal Films will distribute the film in Canada.

Carol Thurston has the feminine lead and Hazel Nielson has been assigned to a featured role.

Picture is being directed by Frank McDonald and Benjamin Kline is the cameraman. Others in the cast are Russell Hayden, Fuzzy Knight, Francis McDonald.



WELL-KNOWN THEATRE MEN AT ALBERTA EXHIBS' MEETING
This picture was taken at Banff during the meeting of the Alberta Theatres Association and shows some mighty popular trade figures, east or west. On the left is Roy Chown, secretary-treasurer; the ever-popular Ken Leach; Matt Park, a wit of the first water, which he now takes straight; and genial Walter Wilson.

'Broken Arrow'

Broken Arrow, Fox film starring Jimmy Stewart and Debra Paget, has finished shooting.

'The Big Hangover'

Van Johnson and Elizabeth Taylor will star in The Big Hangover at MGM.

ARNOLD USA EL AD MANAGER

Jonas Arnold has been named successor to Hal Danson, resigned, as advertising manager for Eagle Lion in the USA by Leon Brandt, advertising-publicity-promotion head of the company. Brandt recently took over the spot vacated by Max Youngstein when he left to join Paramount.

MAMMOTH SPECTACLE!
SPECTRAL TERROR!
ALL IN MATCHLESS
TECHNICOLOR!

PHANTOM OF THE OPERA

IN TECHNICOLOR

starring

NELSON EDDY
Rugged! Romantic! His Greatest Role!

SUSANNA FOSTER
The miracle-voiced star of loveliness!

CLAUDE RAINS
in the most coveted role of the year—The Phantom!

with

EDGAR BARRIER
in the role that makes him a star!

LEO CARRILLO
JANE FARRAR
J. Edward BROMBERG
FRITZ FELD
HUME CRONYN

Thrill to...

..the crashing of the gigantic chandelier!

..Phantom's crumbling catacombs of horror!

..ravishing beauty at a madman's mercy!

..terror!—as The Phantom is unmasked!

..stampede of panic-stricken thousands!

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STANDARDS BODY

(Continued from Page 1)

proached carefully so as not to render obsolete manufacturing processes and existing equipment. It has been found that uniformity based on a standard arrived at because of its practicability and superiority is also economical.

Standards are arrived at after studying those of the USA and Great Britain and manufacturers in those countries who export equipment to Canada are advised of them. They deal with nomenclature for film used in studios and processing labs, emulsion and sound record positions in cameras and projectors, cutting and perforating dimensions, raw stock cores, sound records and scanning areas, reel spindles, aperatures, lenses, projection rooms and auditorium design for better visibility.

Chairman of the committee is Jerry Graham, director of technical operations for the National Film Board. The secretary is A. H. Simmons, NFB supervisor of engineering services.

Committee members are S. Tate, Benograph-ASN, Montreal; L. Booth, RCA-Victor, Toronto; Squadron Leader Drolet, Armed Services; Hy Goldin, Gaumont-Kalee, Toronto; P. D. Carman, National Research Council, Ottawa; D. Spring, Canadian Kodak, Toronto; H. Walker, Dominion Sound, Montreal; Captain McDonald, Canadian Army; George Giles, Ansco, Toronto; and Art Sweet, CIL. Hans Tiesler of Audio Pictures, Toronto, will soon be added.

A number of Canadian and American guests have participated in the meetings, the most recent one of which was held in the board room of Odeon Theatres, Toronto.

RKO Sets Stars For 'Shanghai Incident'

Robert Mitchum and Jane Russell will costar in RKO's Shanghai Incident, based on an original story by Warren Duff. Howard Hughes has consummated a deal that brought Duff to RKO on a long-term contract. His new duties will include writing the screen play and producing his own story.

Pine-Thomas Sign Stars For Film

Producers William H. Pine and William C. Thomas have signed John Payne, Rhonda Fleming and Dennis O'Keefe to star in their next production for Paramount release, The Eagle and The Hawk, to be filmed in Technicolor. Lewis R. Foster will direct and James Wong Howe, Hollywood ace cameraman, will be director of photography.

15 New Theatres

(Continued from Page 1)

ada of this type of theatre open and in various stages of construction close to 40, with most of them having been built in the last two years.

Additionally, alterations and renovations are indicated for a few long-established houses, one being a complete rebuilding job and another the installation of an air-conditioning unit.

Theatres open include:

Winnipeg. Western Theatres, 575-car, $160,000 drive-in, first of three to be built by this FPCC affiliate.

Regina. Skylark Drive-in Theatre Company's 450-car Skylark Drive-in, the first of this kind here.

Kelowna, BC. Crozart and Boyd's 375-car Boyd's drive-in.

Sudbury, Ont. Sudbury Drive-in Operating Company's 400-car Sudbury Drive-in.

Qualicum, BC. Warren Theatre's 300-seat Village.

Keremeos, BC. G. A. Gough's 450-seat Keremeos.

Devon, Alta. M. Pyrcz' 250-seat Devon.

Taber, Alta. Bishop D. Miller's Tower.

Mundare, Alta. A. Kaminski's 250-seat, two-day Mundare.

Strongfield Sask. W. A. Marshall's 200-seat, one-day Community Hall.

Mattawa, Ont. Louis and Max Consky's 472-seat, six-day Champlain.

Bracebridge, Ont. J. Giaschi's 641-seat Norwood.

Brownsburg, Que. A. L. Marchand's 188-seat seven-day Vic.

Sutton, Que. Normand Joncas' 300-seat six-day Maple.

St. Andrews, NB. Paul Roy's 300-seat Andraeleo.

Houses nearing completion are:

Mont Joli, Que. Leon Richard's 325-seat Royal. Due to premiere Sept. 15th.

Malartic, Que. J. L. E. Berthiaume's 350-seat Royal. Expected to open Oct. 1st.

Stratford, Ont. Odeon Theatres' 704-seat Odeon. To open on Sept. 5th.

Theatres in work include:

Port Arthur, Ont. Jasper Stanyon's 500-car, $200,000 Intercity Drive-in.

Ponoka, Alta. Eastern Theatres (Ponoka) Limited's 500-seat, $75,000 structure.

Projected are:

Montreal. H. Caplan and Law-Ber-Ted Corporation will build a theatre and shopping centre on Queen Mary Road.

Midland, Ont. Famous Players has purchased a site here.

Calgary, Alta. Sunset Drive-in Theatres Limited has applied to council for a permit to build a drive-in.

Alterations and renovations include:

Chatham, NB. B & L's Capitol will be refurbished inside and out and seats added.

London, Ont. FPCC's Capitol is undergoing extensive work, including redecorating completely and new plumbing.

St. Thomas, Ont. Odeon Theatres is installing an air-conditioning system in the Odeon.

Ottawa. FPCC is planning a big renovation job to one of its theatres here.

Columbia Sets Two 'Stranglehold' Leads

Willard Parker and Lola Albright have been named by Columbia for the leads in Stranglehold, drama which Rudolph Flothow will produce and Seymour Freidman direct from an original screenplay by George Bricker.

Parker, formerly under contract to Columbia, portrays a young plumber who becomes the white hope of a wrestling stable and is subsequently maneuvered into the championship.

Miss Albright will be seen as the sister of a wrestler who is deliberately crippled when his usefulness to the syndicate ends.

Para Names Wyler

William Wyler, whose most recent Paramount production is The Heiress, has been named to produce and direct Detective Story, Sidney Kingsley hit play now running on Broadway.

'Without Honor' New Title For UA Film

Without Honor is the new title of the Robert and Raymond Hakim production for United Artists, starring Laraine Day, Dane Clark and Franchot Tone, which was known tentatively as Twilight.

Without Honor, scheduled for early fall release, includes in its cast Agnes Moorehead and Bruce Bennett.

Irving Pichel directed from an original screenplay by James Poe. Max Steiner did the music.

44 UK FEATURES

(Continued from Page 1)

ated National Film Finance Corporation, loans having been made to 15 companies by the latter; and the money spent by the United States film companies out of their "frozen" earnings in Britain. The president of the Board of Trade has cautioned the industry that quality pictures must be made if they are to play their part in the export program. He stated that 500 more people are now employed in the industry than at the end of March.

On June 18, there were 13 studios active, using 45 stages with 445,118 square feet of available shooting space. On the same date there were 14 studios inactive consisting of 38 stages and 218,965 square feet of space. Even though only 28 first-features were made in the first half of 1949, it is felt that 1948's total of 63 will be reached by the end of the year. If all studios could be used, it is estimated that about 120 features could be made each year.

A number of films have been made for the Colonial office in connection with Colonial Month (June) depicting conditions in the British colonies. The Central Office of Information is gaining headway in its drive to use documentary films not only for the education of the public but to assist the film industry to produce their 25 per cent supporting films under the Quota Act. There is a limited choice of first-class British suporting films because the rental paid by theatres makes short-film production a poor financial proposition.

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SHORT THROWS

JAMES S. STEWART, for many years a director of Loew's Incorporated, passed away in Toronto recently at the age of 83. He was born in Embro, Ontario.

LOUIS B. MAYER will head MGM production for another five years, his contract having been renewed.

PUBLISHERS of 12 USA trade papers were invited to present their ideas on industry public relations to the MPAA-Exhibitor Public Relations Committee at its forthcoming meeting in Chicago on August 30-31.

WB, FOX and Loew's got a severe blow recently when a USA federal court ordered total divorcement of production and distribution from exhibition. It also ordered divestiture of theatres in areas where the government can prove a monopoly. The government wants closed towns opened.

WINNIPEG Pioneers held their annual picnic recently and there was a grand time for that district's industry. Bob Hurwitz was chairman of the committee. About 700 attended and Frances Cameron was chosen beauty queen.

ODEON experimenting with vaudeville one night each week in St. Thomas. Buffalo seems on the way to a revival of stage amusement in the Shea houses, where such acts as Billy Gilbert, Frankie Laine and Peggy Lee headed bills.

ROY CHOWN, an officer of the Aberta Theatres Association, was presented with a belt buckle when he retired from the task of supervising the accounts of the Calgary Stampede. He had looked after them for 21 years.

DAN DURYEA visited Vancouver for the world preem of Johnny Stool Pigeon, Universal story of dope smuggling. Part of the story is laid in Vancouver.

Deborah Kerr's Next 'Solomon's Mines'

Deborah Kerr, currently starring in Edward, My Son, with Spencer Tracy, and now before the cameras in Please Believe Me at MGM, will leave for South Africa as soon as that picture is completed to star in King Solomon's Mines, based on the best seller by H. Rider Haggard.

VARIETY BALL GAME NETTED $41,000

The baseball game between Montreal and Toronto for Variety Village, which provided Toronto citizens with a memorable evening of entertainment, will yield more than $41,000.

The next meeting of the Variety Club will take place in Variety Village. A room will be readied, although construction will not be finished by then.

QUEENSWAY RETURNED TO NATHANSON?

It is heard in Toronto that the Queensway Studios, near Toronto, have been transferred to Paul Nathanson, who sold his 50 per cent of that enterprise to J. Arthur Rank several years ago. Nathanson's partnership in the enterprise was purchased by Rank along with his theatre holdings. Frank O'Byrne is in charge of Queensway, which has been making industrial shorts.

FRENCH COURTS PENALIZE NEWSPAPER

Thirty-four French stage and movie stars have been awarded a total of 5,000,000 francs ($15,000) because of a Paris newspaper's alleged indiscretion about their private lives.

The stars—including Annabella, Danielle Darrieux, Jean Gabin, Michele Morgan, Edith Piaf, Tino Rossi, and Micheline Presle—had sued the weekly paper, Samedi Soir, for 15 times that much.

The court remarked in its decision that "certain artists and notably some of the plaintiffs furnished or complacently allowed to be published information about their private or even their intimate life which is of a nature to incite journalists to go beyond the legitimate bounds of information. Under such cases the artists victimized by such indiscretions have only themselves to blame."

BRITISH STARS, EXECS TAKE PAY CUTS

Britain's film stars, movie directors and top executives have agreed to take salary cuts up to 20 per cent to rescue the industry from the financial crisis.

Film incomes of £10,000 ($40,000) a year will drop by £2,000 under the scheme and higher salaries will be cut proportionately.

Plans to reduce production costs by cutting the incomes of top earners have been worked out by the British Film Producers Association headed by J. Arthur Rank, and including most of the other major producers.

Wages fixed by union agreement will not be affected but film workers under contract will be asked to join in the voluntary salary cuts.

O'Connor Repacted, Gets Lead In Film

Universal - International has signed Donald O'Connor to a new long-term contract which replaces his original seven-year pact, just expired.

At the same time he was handed the top starring role in Milk and Honey, a story glorifying milkmen. Ted Richmond will produce the picture for which Martin Ragaway and Leonard Sterm are writing the script from their own original story.

Columbia Sets Leads For Technicolor Pic

Columbia has set Diana Lynn for the feminine lead opposite John Derek in Swords of Sherwood Forest, Technicolor swashbuckler to be produced by Fred Packard with Gordon Douglas directing. At the same time Gig Young was signed to give Derek his principal romantic competition. Young is cast as aide to George Macready, who will portray King John of England.

UA, Chester Sign Picture Contract

United Artists has signed contracts with producer Al Chester for a new Craig Rice film, The Whip, based on the famed mystery writer's tale, The Big Story.

Dan Duryea, Gale Storm and Michael O'Shea will star in the production.

Farrow To Direct

John Farrow will direct Paramount's Eagles of the Navy.

MGM Pacts Pirosh, Sets Next Picture

Robert Pirosh, who wrote the original story and the screen play of Battleground for MGM and who was associate producer with Dore Schary of the picture, has been given a new long-term contract as writer and director. His first assignment will be the screenplay To Please a Lady, which will be Clark Gable's next starring vehicle. Clarence Brown will be the producer.

USA INVESTMENTS

(Continued from Page 1)

bution fields. The growth of USA investments in Canada has been tremendous in the last decade, in which period British investments declined sharply.

The report, however, points out that American investments in Canada are so spread out that their power in Canada's economy is not worth worrying about. What has kept the USA investment from becoming overpowering is the fact that Canadians have been putting their money into domestic enterprises on a greater scale than at any time in the past.

The United States has more private capital invested in this country than in the rest of the world combined. Its figure is nearly three and one-half times larger than Britain's interests in this Empire country. This is a change, for British capital helped develop Canada until World War I, when USA money began to come in. Britain's investment began to decline as America's increased. By 1926 the USA had equalled Britain's investments and has gained steadily since.

American-controlled enterprises now produce 60 per cent of Canada's rubber products, 15 per cent of her dairy products, 32 per cent of pulp and paper, 94 per cent of her motor vehicles, 49 per cent of her sheet metal products, 55 per cent of her electrical equipment, 65 per cent of her refined petroleum, 49 per cent of her soaps, 34 per cent of her chemicals, 39 per cent of her carbonated beverages, 66 per cent of her nonferrous metals.

United States investments in Canada at the end of 1948 were almost $5,300,000,000, compared with $1,700,000,000 in British investments, and $350,000,000 in investments held in other overseas countries.

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THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol 14, No. 31 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

The Red Menace

with Robert Rockwell, Hanne Axman.
Empire-Universal 81 Mins.

VISUALLY COMPELLING, DRAMATICALLY EMPHASIZED EXPOSE OF COMMUNIST INFILTRATION, TRICKERY, INTRIGUE. DEADLY SERIOUS STUFF. HIGH EXPLOITATION POTENTIAL.

Having been deluged with printed disclosures of the inner workings of the Communist Party in America which depicted much of the material that is visually and dramatically emphasized in this Herbert J. Yates production, the public bringing to the theatre their facts, figures and repulsions, will view a well made documentation.

It is deadly serious stuff. That it does not have a high performance polish this first time is not an important matter. It is revelatory, makes no bones about its intent.

Robert Rockwell, playing a veteran, turns from a raw deal in real estate to the bait thrown out by the Party. Sex is the first snare. Then he meets up with an instructor and takes to the interpretation of Marx, Engels, Lenin and Stalin, working up to a point where he is soon to receive his party card.

En route he is permited to observe the case of a protesting, inquisitive comrade who is murdered, his death blamed on fascists. A Jewish poet leaps to his death from an office window. A young girl departs her lush apartment, returns to her family. A Negro writer decides he's had enough. But the alert suspicions of the party chieftains cause Rockwell and his girl, Hanne Axman, to flee after an encounter with the well known goons. By this time the authorities are closing in. Betty Lou Gerson, a comrade, female variety, is taken by immigration authorities. She fairly blows her top as she reveals complicity in a murder. Rockwell and Miss Axman conclude in Texas where they meet a sheriff who explains there is no reason for their panic.

CAST: Robert Rockwell, Hanne Axman, Betty Lou Gerson, Barbara Fuller, Shepard Menken, Lester Luther, William J. Lally.

CREDITS: Producer, Herbert J. Yates; Director, R. G. Springsteen; Screenplay, Albert Demond, Gerald Geraghty; Story, Albert Demond; Photography, John MacBurnie.

DIRECTION: Adequate. PHOTOGRAPHY: Good.

Lippert Buys Story

Robert L. Lippert has bought H. Cole's original, The Abilene Kid.

The Forbidden Street

with Dana Andrews, Maureen O'Hara, Dame Sybil Thorndike.
20th-Fox 91 Mins.

TASTEFULLY HANDLED VERSION OF "BRITANNIA NEWS." SUSTAINS INTEREST. PROVES ITSELF A DIVERSION. FEMININE AUDIENCE INDICATED. WELL TURNED OUT PRODUCTION.

Jean Negulesco has directed this film version of Margery Sharp's novel, "Britannia Mews," with a tasteful hand which takes the essence of the story and smoothly translates it into film terms.

The plot is concerned with problems of domesticity and family difficulties. Britannia Mews is a mean street—more of an alley—and the people who inhabit it are fairly downtrodden individuals, given to swilling gin, carousing and taking advantage of the gullible innocents who happen to stray there.

After Maureen O'Hara marries Andrews, her drawing instructor, against the wishes of her family, she goes to live with him in Britannia Mews at his studio. He has little ambition to rise above the squalor, devoting his time to making puppets. He has a painting in work but neglects it. Then he takes to drink. It is no bed of roses for Miss O'Hara and shortly afterwards Andrews dies in an accident—falling down a flight of stairs when he is potted. Dame Sybil Thorndike—"The Sow"—who lives across the street proceeds to blackmail the widow making her believe Andrews' death was not a mishap.

Miss O'Hara stays on at the Mews under Dame Sybil's thumb until a young lawyer who is on his uppers (also played by Andrews) comes along. They take up and "The Sow" is told off. A showman evinces interest in the puppets. A show is put together and the Mews becomes a novel theatrical experience for jaded Londoners. Miss O'Hara's brother finds her. He is puzzled by the relationship of his sister and Andrews, thinking them to be husband and wife.

In good time the situation resolves itself sensibly.

CAST: Dana Andrews, Maureen O'Hara, Dame Sybil Thorndike, Fay Compton, A. E. Matthews, Diane Hart, Ann Butchart.

CREDITS: Producer, William Perlberg; Director, Jean Negulesco; Screenplay, Ring Lardner, Jr.; From the novel by Margery Sharp; Photography, Georges Perinal.

DIRECTION: Tasteful. PHOTOGRAPHY: Fine.

The Girl From Jones Beach

with Ronald Reagan, Virginia Mayo, Eddie Bracken, Dona Drake.
Warners 78 Mins.

NICELY TURNED OUT ROMANTIC COMEDY. SHOULD PROVE VERY WELCOME LIGHT FARE FOR THE WARM WEATHER.

Nicely turned out romantic comedy, a bit daring and eyebrow raising in spots but otherwise very much welcome for the current season. Additionally there is Virginia Mayo in quite a few changes of bathing costume and a bevy of other pretties who contribute to the attention-holding factor while the story gets around to its motivation.

A $100,000 television contract calling for the services of Ronald Reagan and his famous "Randolph" girl is pursued by Eddie Bracken when he is not telling his sweetie, Dona Drake, that he is about to commit suicide due to his constant frustrations. In order to get Reagan interested Bracken reveals his knowledge that the girl is not one female but various parts of a dozen.

He interests Reagan in Virginia Mayo whom he spotted while off Jones Beach in a rowboat — another suicide attempt. Miss Mayo is a schoolteacher who would rather commune intellectually. She also teaches American citizenship at night. Reagan joins her evening classes, passes himself off as a Czech. In short order his disguise is fouled up.

Arranging a conciliatory meeting at the beach, Reagan is on the scene when Miss Mayo shows up in a bathing suit. Bracken pulls a photo stunt that makes the papers and also has Miss Mayo suspended from teaching. The faculty thinks it's scandalous. In court the propriety of the costume is argued with films showing the latest in French scanties to the suits grandmother wore.

As judge in the case Henry Travers orders Miss Mayo reinstated, dates his old girlfriend, Florence Bates. Miss Mayo makes quite a few photographic compositions for the courtroom press before she and Reagan go into the inevitable clinch.

CAST: Ronald Reagan, Virginia Mayo, Eddie Bracken, Dona Drake, Henry Travers, Lois Wilson, Florence Bates, Jerome Cowan.

CREDITS: Producer, Alex Gottlieb; Director, Peter Godfrey; Screenplay, I. A. L. Diamond; Original story, Allen Boretz; Photography, Carl Guthrie.

DIRECTION: Slick. PHOTOGRAPHY: Fine.

Neptune's Daughter

with Esther Williams, Red Skelton, Betty Garrett, Ricardo Montalban, Keenan Wynn.
MGM 93 Mins.

ANSWERS THE SHOWMAN'S PRAYERS FOR THE DOG DAYS. HAS PLENTY DIVERSION SHREWDLY CALCULATED AND EXECUTED FOR THE PLUS SIDE. LAVISH JOB.

Scheduled to hit the screens just as the dog days in exhibition are at hand, Neptune's Daughter might be likened to the showman's prayers being answered. Audiences and exhibitors alike can get enthusiastic, very enthusiastic, about this picture.

You have liberal servings of varied diversion here. There are well filled bathing suits which most of the audience (99.44%) will find absorbing; Betty Garrett and Red Skelton make with the romantic tomfoolery, smartly and highly laffable; Xavier Cugat and "Norma" are spotted in a couple of tropical song and dance numbers that really warm up to the outside temperature, and Miss Williams sells bathing suits while keeping Ricardo Montalban at a safe distance.

Then, too, there is that juke box nickel taker, "Baby It's Cold Outside." The song is one of the half dozen plus highlights of the show which is generally a light, breezy, easy-to-take offering that Edward Buzzell shrewdly calculated and executed for the plus side.

It is Keenan Wynn's lot to carry the torch for Miss Williams only to have it flicker out at the conclusion as he gets the bathing suit business. Montalban gets the girl. The screenplay by Dorothy Kingsley, embellished by the apparent wit of Ray Singer and Dick Chevillat is brisk, slick, right. The situations and gags are neatly combined with water spectacle, girl spectacle, a screwball polo game and a basic plot motivation using that oldie wherein an elder sister tries to protect her younger sister from the wolfish clutches of a South American only to learn after a great deal of merriment that it is a case of mistaken identity.

CAST: Esther Williams, Red Skelton, Keenan Wynn, Betty Garrett, Ricardo Montalban, Xavier Cugat, Ted de Corsia.

CREDITS: Producer, Jack Cummings; Director, Edward Buzzell; Screenplay, Dorothy Kingsley; Photography, Charles Rosher.

DIRECTION: Fine. PHOTOGRAPHY: Excellent.

'Sands Of Iwo Jima'

John Wayne and Adele Mara will star in Republic's Sands of Iwo Jima.

Jamaica Enjoys Building Boom

Jamaica, which had 28 theatres at the beginning of 1949, had 19 in 1947 and its seating figure jumped from 15,000 then to 22,717 this year. Many of its finest theatres are USA-owned, some by Florida exhibition interests. In spite of being British territory the percentage of screen time devoted to USA films is 94.

Although Canadians are prominent in Jamaican social life and the suggestion is infrequently made that the island ally itself with Canada, Dominion exhibitors have not interested themselves in its theatre fields.

Reports continue to be circulated with regard to the potential construction of several new modern theatres in Jamaica. The Palace Amusement Company is now apparently proceeding with plans for a 2,000-seat open-air theatre, to be named the Ambassador, at Denham Town in western Kingston. Ownership of this theatre will be vested in the Tivoli Theatre Company and it will replace the present Tivoli in this slum area. Meanwhile, plans for a similar new outlet in eastern Kingston and for a modern air-conditioned theatre at Half Way Tree are still under discussion.

An independent syndicate associated with the local distributors of United States films has begun construction of an open-air movie, to be called the Tropical, on Slipe Road. This syndicate is backed by a very wealthy produce exporter and according to present plans the theatre will open before the end of 1949 as a first-run situation.

Why Don't They Wake Up?

An editorial note over an article called "What's Wrong With Hollywood" in Parlons Cinema, Montreal, states that "This story is written in English because: 1.—The French-Canadian readers of 'Parlons Cinema' are bilingual enough to be able to read it; 2.—If it were written in French nobody connected with the American motion picture industry, be it in Montreal, Toronto, New York or, finally, in Hollywood, would know what the hell it is all about."

This is an interesting attitude, one which is being expressed in different ways by quite a number of people. For instance George Bain, a Globe and Mail reporter, filled a column for Herb Whittaker with a letter telling how sick he was of the excessive Americanism of Canada's screens. In my opinion, he indicated the feelings of many.

I think the representatives of American exhibition and distribution interests in this country will prove themselves pretty darned stupid if they don't begin to think about the existence of resentment against so much Yankee boosting.

The day of anti-Americanism is over in this country and efforts should be made to prevent its revival. Part of those efforts should be to render unto Canada that which is Canada's. Much ammunition exists for the creation of anti-Americanism. Elsewhere in this issue a story tells that 37 per cent of Canada's manufacturing facilities are controlled from across the border. Theatre exhibition and distribution, controlled from the USA, are in the goods-and-services category.

Motion picture matters are among the things which will concern the Royal Commission—the economic as well as the cultural side. The chairman of that Commission, the Hon. Vincent Massey, is opposed to customs union with the United States as annexation in another form. It is not necessary to have a customs union in order for one country to be dominated economically by its larger neighbor.

It is not only strategic but just for American interests to see that freedom for them in Canada does not have an adverse effect on Canadians and their institutions. This would be proof that they are not just greedy.

Speaking for ourselves, we would like to see Canada have a trade press worthy of its theatre industry. It does our national and individual pride no good when we see the USA companies acting as though there was nothing wrong with publications imported from the USA strangling our own trade press.

Canadian revenue of USA theatre interests has increased steadily in the past few years. We have always contended that USA companies ought to spend a fair proportion of their trade press budget in this country. They haven't. They are either uninterested or being badly advised. Their attitude is just part of the larger one at which Bain, Whittaker, Parlons Cinema and many others are irked.

This lush field is becoming even dearer to the hearts of its USA harvesters, for on their own side of the line the government has stopped many of their business practices as undemocratic. One would not think that they, through carelessness or bad advice, would do things that might lead to restrictive action here. And that is not at all unlikely.

* * *

About Things and People

Congratulations to Jack and Lottie Roher on the birth of Thelma Marilyn, their first . . . **Big Question** now is "What's happening at IFD?" . . . **Condolences** to the Fingold Boys, who lost their dad recently . . . **Oscar Hanson** and Frank Vaughan back from the Mono meeting in Chicago and plenty enthusiastic. Oscar, incidentally, is producer's rep for Louisiana Story in Canada . . . **Bob McStay**, Variety mugg, Globe and Mail book reviewer and a space ace in the publicity field, now also story editor for the Ford Theatre radio series—39 weeks over 42 stations every Friday from 9 to 10 p.m. . . . **Dewey Bloom** stopped off at the Will Rogers Memorial Home on his vacation . . . **Harry Manheim**, who passed away the other day, was a brother-in-law of Syd Taube. He liked to tell of the short period in which he published the Canadian Moving Picture Digest.

Non-Pro View Of Drive-in Units

A non-industry view of the drive-in theatre, fastest-growing among Canada's new forms of movie exhibition, is provided in the magazine, Outdoor Canada, published in Dryden, Ontario. It reads:

"Drive-in movie theatres are being constructed on the outskirts of several Canadian communities, and business appears to be booming. The idea of being able to go to the movies without getting out of their automobile appeals to many people, and the convenience is especially appreciated by older folks, or by families who have small children. For the latter group, a special bottle-warming service is available as one of the extra attractions.

"In general appearance, a drive-in theatre is a field with a fence around it. At one end a larger-than-usual screen is erected at considerable height above the ground. As patrons arrive in their cars to watch the show, they drive on to slightly elevated ramps facing the screen. No sound comes from the screen; instead, dozens of loud-speakers are placed throughout the area of the field. Each automobile is provided with an individual speaker, which is placed on the ledge of one of the car's windows. The volume of sound may be regulated to suit individual preferences.

"Patrons visiting a drive-in theatre for the first time find it a trifle different to watch the picture at a distance and hear the sound so close at hand. One particular advantage is the fact that no loud-laughing person nearby can spoil your appreciation of comedy lines—unless, of course, the joyful one happens to be one of the group in your own car. Even then you can quietly do something about quelling his or her boisterousness, or you may always increase the volume of sound coming from the loudspeaker. The outdoor theatre also offers facilities for eating popcorn as noisily as you like; soft drinks and hot dogs are available, and nobody interrupts your enjoyment of the show at frequent intervals to clamber into a neighboring seat."

Canada has 40 drive-ins, all built in the last few years, and several under construction. There are 1,000 in the USA and another 100-or-so being built.

Berlin Airlift Film

Cast of Two Corridors East, 20th-Fox' drama of the Berlin airlift, will be headed by Montgomery Clift, Paul Douglas and Cornella Bruch.

FACTS ABOUT M-G-M's FREE 4-REEL ANNIVERSARY FILM "SOME OF THE BEST"

M-G-M 25th Anniversary 1924-1949

1-A TREAT FOR MOVIE FANS!

The most unusual film of its kind ever made, 100 stars in action, scene highlights (many in technicolor) from Hollywood's biggest hits of the past 25 years as well as scenes from the year's biggest coming attractions. A feast for the fans!

2-TRADE PRESS RAVES!

Daily Variety: "A production of major importance . . . a solid piece of showmanship." . . . M. P. Herald: "A subject to gladden the hearts of showmen and patrons alike. A box office boon."... Independent Film Journal: "The likes of which I have never seen... Every exhibitor in America should show this subject."... Showmen's Trade Review: "Any audience will want to see it. Book it and give it preferred playing time and extensive promotion."... Hollywood Reporter: "Well worth the billing it is getting in the first run theatres."

3-BIG ENOUGH FOR BROADWAY FIRST RUN!

Yes, it's playing at the big State Theatre on Broadway and the New York critics gave it a fine welcome. No house too big, no house too small to show this perfect fan entertainment.

Movie Fans! See the Most Unusual Film of its kind! Scenes from 25 Famous Hollywood Hits! 100 Stars in Action!
"SOME of the BEST"
40 Minutes of Film Fame Presented on the Occasion of the Silver Anniversary of Metro-Goldwyn-Mayer
2 FREE ONE-SHEETS
MGM
SOME OF THE BEST
40 Minutes of Film Fame

Supervised by Frank Whitbeck. Written and Compiled by Herman Hoffman

4-IT'S FREE!

It costs us a lot of money but it's free to theatres, our Anniversary gift to the industry! And talk about public relations, this reel will do all of us a lot of good.

5-ACCESSORIES! FREE!

Get from your M-G-M Branch the trailer, the two 1-sheets, the press sheet, mats, etc. ALL FREE to help you tell the press and public about this unique attraction.

Advg. Films Gain Playing Time

Showing of advertising films, very common in the United Kingdom and prevalent in a lesser degree in the United States, has gained added impetus in Canada with the opening of a branch office of Wallace Publicity Limited, one of the best-known producers and distributors of sponsored shorts and a long-established British firm. So important a medium of advertising have these films become in Great Britain that the Incorporated Society of British Advertisers has drafted a "Code of Standards of Advertising Practice" to cover them.

The Wallace company is already showing its Signs of the Times in all subsequent-run Odeon theatres and may eventually book them into the circuit's keys. Signs of the Times will be released in 13 editions at the rate of one every four weeks. Three advertisers have contracted for the first series and appear in each film. They are the Tuckett Tobacco Company, the Pepsodent Company of Canada and Lever Brothers and the products they are concentrating on are Buckingham Cigarettes, Rayve Home Permanent Wave and Surf, respectively.

The Wallace company is the producer of these films and in Canada will use the facilities of Audio Pictures of Canada Limited. The library sections of the five-minute short are shot in England, the United States and many European countries. The commercials in the film take up about 45 seconds, 15 for each of the three sponsors and are made here. The film opens with a view of a magazine cover, turns the page to the first story head and dissolves into a picturization of the tale, then fades into the commercial. This is repeated three times. Audience reaction and interest has been very good with none of the antagonism aroused by radio commercials being evident, according to C. R. Stilwell, managing director of the company.

Representative of the Wallace company in the USA is the Alexander Film Company of Colorado Springs, Colorado, largest producers and distributors of advertising reels in the world. Unofficial figures place the business done by the Alexander outfit at close to the $8½ million mark, with its films being exhibited in some 11,000 theatres. Wallace Publicity will act as agents for Alexander Films here in the Dominion.

Signs of the Times, which the company is booking into Independents as well as circuits as fast as it can, has been shown in a total of 2,000 theatres during the past 12 years and is now being exhibited in 750.

TV Roundup

The CBC, the Canadian Association of Broadcasters and probably Famous Players will begin presenting their cases on television to the Royal Commission on September 6th, after its return to Ottawa from the various cities in which it will sit. The first session is now being held in Ottawa.

Apparently nothing resulted from the attempts of certain applicants for licenses to organize combined action. This was suggested by the CBC but nothing further was heard after one announcement that applicants had expressed a willingness to hold an exploratory talk in Toronto.

Vincent Massey, head of the Royal Commission, told an Ottawa press conference that Peter Wright of Toronto had been made its legal counsel.

The Associated Actors and Artists of America, AFL, has held several sessions in Hollywood to try for an understanding among the various players unions as to TV jurisdiction. The eastern actors' unions, Actors Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists, failed to persuade the Screen Actors Guild to participate in the discussions.

Ironing out jurisdiction may save trouble in Canada, where there seems to be differences of opinion about labor control in both the talent and technical fields of TV.

The Motion Picture Association of America will petition the Federal Communications Commission of the USA to hold hearings for the purpose of reserving and allocating high-frequency channels for theatre television service. Members of the Association will also apply individually.

What about similar rights in Canada for branches of these USA companies? Nobody knows anything about that.

Echoes and Reflections

They've Never Met Mickey Mouse!

Theatre managers, worried by the exaggerated charges by women's organizations that they are allowing minors in, are exceedingly careful. This is shown by a letter of complaint received at Canadian High News and answered by its publisher, Bill Torgis. Two 16-year-old girls were refused admission and the manager persisted in spite of what they considered to be proof — their car passes.

Torgis thought the manager should have respected this proof of their age, then went on to say:

However, your letter brings up another point. In your province, (the girls live in Montreal), young people are barred from the theatres if they are under sixteen. In other parts of Canada there are restrictions but youth as a whole can enjoy motion pictures. For instance, in Ontario you can see all movies in the daytime except those marked "Adult Entertainment," regardless of age if you are under sixteen you must be accompanied by adults at night. The Quebec law originated from a disastrous theatre fire many years ago where many young people were trampled to death in a panic. Public opinion demanded action and the wrong kind was taken by banning young people from shows completely. We note this week a very disastrous Illinois fire destroyed a hospital taking sixty-seven lives. But people won't be banned from hospitals. The real safeguards against fire hazard are strictly supervised precautions and general education for emergencies. The illogical law banning youth under sixteen from theatres should be replaced with strict, practical safety measures. Just think of all the kids who have never met Mickey Mouse and Donald Duck!

Alberta Exhibitors Study Drive-ins

Regulations for the operation of drive-in theatres and for the excluding of obsolete and undesirable equipment from Saskatchewan theatres were the principal items of discussion at a recent meeting of 15 directors of the Saskatchewan Motion Picture Exhibitors' association at the Hotel Saskatchewan, Regina.

For the better setting up of new Saskatchewan drive-ins a committee was formed by the directors to help the government draw up regulations to govern the new entertainment form. Special matters for attention will be safety and parking measures.

In order to take advantage of other experience in this field, the committee was instructed to seek advice from American states and other provinces where drive-ins have already been established.

Another matter to receive attention was the practice by outside suppliers of "dumping" outdated projection and related equipment on small Saskatchewan theatres. Past experience had been that some exhibitors had installed such equipment in good faith, only to find that it did not meet the standards set by the chief inspector of theatres.

To remedy this situation new rules and regulations are to be formulated by the Department of Labor with the advice of the association. Particular aim will be to reduce hazards and prevent mutilation of film.

Thanks to the association for past co-operation was expressed on behalf of the Saskatchewan government by Minister of Labor C. C. Williams in an informal luncheon address.

Presentation of a gift shaving set to past president W. P. Mahon of Prince Albert in recognition of his 28 years of continuous service as Association president was made by Harry A. Bercovich, Regina.

Yarborough To Rein

Jean Yarborough will direct Monogram's Blame It on Henry.

Audie Murphy, Wife To Star In U-I Pic

Audie Murphy and his wife, Wanda Hendrix, will appear on the screen together for the first time as costars of Universal-International's Sierra, an outdoor Technicolor picture to be produced by Michael Kraike.

U-I has completed negotiations with Paramount to borrow Miss Hendrix for the top femme role in the picture, which is to go before the cameras shortly with much of the filming being done in the High Sierras.

RKO-Canada Lineup: 40 For '49-50

the faith in the quality of the product shown by Mochrie and the New York executives, Leo Devaney and his Canadian compatriots think well of their chances to score twice in succession.

Three of the principal attractions of the new season will be The Outlaw, Mad Wednesday and Vendetta, which were personally produced by Hughes before becoming active head of the studios.

Independent affiliates releasing through RKO include Samuel Goldwyn, Walt Disney, John Ford and Merian C. Cooper, Walter Wanger, Sol Lesser, Polan Banks, Jack Skirball, Niven Busch, Irving Allen and Franchot Tone.

Of the 40 features, more than one-half are completed. Currently, five big-budget films are before the cameras in Italy, France, England and Hollywood.

Early in the Fall, RKO will begin release of Howard Hughes' production of The Outlaw, a picture which has become known to millions, although few have ever seen it.

Nine features on the new program will be in color.

Samuel Goldwyn will be represented by three productions: Roseanna McCoy, Beloved Over All and My Foolish Heart. First on the release list is Roseanna McCoy, whose story takes its theme from the Hatfield-McCoy feud. It stars include Farley Granger, Charles Bickford, Raymond Massey, Richard Basehart, Gigi Perreau, and introduces Joan Evans, Goldwyn's latest star discovery.

Granger and Joan Evans are teamed again in Beloved Over All, in which Goldwyn introduces a new find, Phyllis Kirk.

My Foolish Heart will have Dana Andrews, Susan Hayward, Kent Smith and Lois Wheeler in the leading roles.

Walt Disney will have three features on the list. The first, an all-cartoon feature, The Adventures of Ichabod and Mr. Toad, is Disney's interpretation of Washington Irvin's "Legend of Sleepy Hollow," with the tale of the Headless Horseman told and sung by Bing Crosby, while Basil Rathbone recounts the story of the fabulous Mr. Toad from Kenneth Grahame's The Wind of the Willows.

Disney is now in England producing Stevenson's "Treasure Island." This will be his first excursion in all-live action, feature production, and will have color by Technicolor. Cinderella will be an early release,

The second Howard Hughes production to be released, Mad

(Continued from Page 1)

CANADA'S DEVANEY COPS RKO 'PRESIDENT'S PRIZE'

Leo M. Devaney (left), Canadian district manager for RKO Radio Pictures, is shown being congratulated by Robert S. Mochrie, the company's vice-president and general sales manager, for winning the President's Prize as leading drive captain in the 1949 Ned Depinet Drive. The presentation was made at the recent sales meeting in Toronto.

Wednesday, will introduce to a new generation the bespectacled Harold Lloyd. The cast of Hughes' third production, Vendetta, is headed by Faith Domergue, George Dolenz and Hilary Brooke.

Jane Russell will be seen in three RKO pictures during 1950. They are It's Only Money, a comedy with music, which co-stars Frank Sinatra and Groucho Marx; Shanghai Incident, with Robert Michum co-starred; and Montana Belle, a super-western in Truecolor.

Gary Grant is to star in a feature called Cheater of Cheats.

One of the top attractions will be a story of air power, Jet Pilot, which will co-star John Wayne and Janet Leigh. It will be in Technicolor and the production will be personally supervised by Hughes.

She Wore a Yellow Ribbon, an Argosy production, directed by John Ford, has color by Technicolor and is an heroic tale of the far west. The cast is headed by John Wayne, Joanne Dru, John Agar, Ben Johnson, Harry Carey, Jr. and features Victor McLaglen, George O'Brien Arthur Shields and Mildred Natwick.

Robert Michum is represented with Christmas Gift and The Big Steal, besides the already mentioned Shanghai Incident. In Christmas Gift his co-star will be Janet Leigh. The Big Steal stars William Bendix and has Jane Greer as his leading lady.

Weep No More, to be released this Fall, stars Joseph Cotten and Valli.

Claudette Colbert, George Brent and Robert Young are teamed in Love Is Big Business, produced by Jack S. Skirball. He will also produce a new melodrama, Blind Spot.

The Man on the Eiffel Tower, filmed in Paris, is the first feature made with the new Ansco color process. This stars Charles Laughton, Franchote Tone, Burgess Meredith, Robert Hutton, Jean Wallace, Patricia Roc and Belita.

Savage Splendor, in color, records an expedition into Africa organized by Armand Denis and Lewis N. Cotlow. It brings to the screen some amazing wild animal scenes.

Glen Ford and Valli have the leading roles in The White Tower. The cast so far includes Sir Cedric Hardwicke, Claude Rains and Oscar Homolka.

Victor Mature will star in two vehicles, Mr. Whiskers and Easy Living. The latter stars Lucille Ball, Lizabeth Scott, Sonny Tufts and Lloyd Nolan.

Carriage Entrance, to be produced by Polan Banks, stars Ann Sheridan and Robert Young.

Bed of Roses, headed by Joan Fontaine, Robert Ryan, Zachary Scott and Joan Leslie, is before the cameras.

I Married a Communist is the story of a couple caught in the mesh of Red intrigue. Laraine Day, Robert Ryan and John Agar are the stars.

The Bail Bond Story, an expose of a multi-million dollar a year racket, stars George Raft, Ella Raines, Pat O'Brien and Bill Williams.

Farley Granger and Cathy O'Donnell are starred in They Live By Night, directed by Nicholas Ray.

Roughshod, a western with a different twist, stars Robert Sterling, John Ireland, Claude Jarman, Jr., and Gloria Grahame. Tarzan fans will see Lex Barker in a new Sol Lesser production, Tarzan and the Slave Girl.

Harriet Parsons will produce Come Share My Love. Strange Bargain, a drama, will unite Martha Scott and Jeffrey Lynn.

RKO will continue presentation during the balance of 1949 of Joan of Arc, starring Ingrid Bergman. Other features are Follow Me Quietly, Make Mine Laughs, Arctic Fury and Terror. Six Tim Holt western features complete the feature program.

Short subjects will include a series of Disney single reel releases, including six specials and six revivals of the most popular Technicolor cartoon hits. The first of the new Walt Disney series of True Life Adventure films is Seal Island, photographed in color on the Pribilof Islands.

Other short films include two new My Pal short subjects featuring the dog, Flame, six two-reel comedies starring Leon Errol and six two-reel comedy specials featuring comedy stars. From RKO Pathe there will be 13 of the popular This Is America series, as well as 13 Sportscopes; two two-reel sport subjects and a two-reel Technicolor special The Boy and the Eagle narrated by and starring Dickie Moore. RKO Pathe will also continue the series of 13 one-reel Screenliner subjects.

EAGLE-LION FILMS
OF CANADA LIMITED

announces

the release, beginning in September, of two new groups of features, which have created more advance exhibitor interest and greater exhibitor acceptance than any new film program since that which established this Company in the Canadian distribution field in August, 1945

—the films of London Films and the Wilcox-Neagle productions.

FILMS FROM LONDON FILMS: The Winslow Boy; Bonnie Prince Charlie; Saints and Sinners; The Small Back Room; Forbidden; The Last Days of Dolwyn; A Girl in a Million; The Small Voice; Night Beat; The Cure for Love; The Angel with the Trumpet; Children of Chance; Interrupted Journey; Black Magic of Bali; Maria Chapdelaine

WILCOX-NEAGLE PRODUCTIONS: Spring in Park Lane; The Courtneys; The Four Mrs. Beresfords; Maytime in Mayfair